

**Alex Harvey**

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**THIS LIFE****Isobar**, San Francisco, CA

Copywriter, January 2011 – Present

- Accounts: Sprite, Yahoo!, Coca-Cola, and Kohler
- Heavily involved in ideation and copywriting for Sprite's 2012 global digital platform.
- Contributed concepts and copy for several new business presentations, including the successful Malibu Black pitch.

**TracyLocke**, Dallas, TX

Copywriter, October 2006 – December 2010

- Accounts: Pepsi, 7-Eleven, and the Texas Lottery
- Awards: 2010 Radio Mercury Awards finalist; 2011 Bronze World Medal New York Festival; numerous Addy Awards; Creativity Top 5 List and more.
- Work featured in *Ad Age*, *The Dallas Morning News* (front page), *Issues with Jane Velez-Mitchell* on CNN Headline News, CBS & ABC local news, Fox News, *The Wells Report* on KLIF AM Radio and more.
- My work for 7-Eleven was heard daily on *The Howard Stern Show*, airing on SIRIUS Satellite Radio.
- Winner of TracyLocke's 2010 Digital Agency Rebranding Competition.

**Freelance**, Chicago, IL

Copywriter, June 2006 – September 2006

- Agencies: Moveo; Robert Brandt & Associates; Marketing Support, Inc.; and Bluedog Design

**Chicago Portfolio School**, Chicago, IL

April 2004 – March 2005

**PAST LIFE****Berlitz Languages Inc.**, Bingham Farms, MI / Chicago, IL

English Teacher, April 2003 – June 2005

**Nova**, Tokyo / Osaka, Japan

English Teacher, October 1998 – May 2000, February 2001 – March 2003

- In response to my business proposal, I was brought to Osaka to meet with the President's staff concerning the possible creation of a new multi-million dollar language facility.

**SCHOOL LIFE****University of Southern California**, Los Angeles, CA

Summer Production Workshop - Screenwriting Fundamentals, May 2000 – August 2000

**Binghamton University**, Binghamton, NY

BA; dual majors in English Literature & Rhetoric and Philosophy, May 1998

**Oxford University**, Oxford, England

January 1997 – April 1997

- Finished my semester abroad with a GPA of 3.7, and was the only American to play on the Hertford College rugby team.

**PERSONAL LIFE**

- Spent six years in improv comedy groups and studied at Second City and IO (formerly Improv Olympic).
- Traveled to more than thirty countries over four continents.